

# Cybersecurity and YOU!!

**CYBER RESILIENCE - PREPARE FOR WHEN, NOT IF**



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Cybersecurity Architect

October 2018

# What is cyber resilience?

Cyber resilience is an organization's ability to continue delivering the intended outcomes despite adverse cyber incidents.


**IBM Cyber Resilience**  
=  
**Security + Resiliency +  
Network solutions**



# Why is cyber resilience needed?

Cyber attacks are evolving and on the rise.

## Top 5 causes of cyber disruptions

-  **61%** Phishing and social engineering
-  **45%** Malware
-  **37%** Spear-phishing attack
-  **24%** Denial of service
-  **21%** Out-of-date software

# Many organizations are unprepared

**68%**

Lack the ability to remain resilient in the wake of a cyber attack

**66%**

Suffer from insufficient planning and preparedness

**75%**

Have ad-hoc, non-existent, or inconsistent cyber security incident response plans

**191 days**

Average amount of time hackers spend inside IT environments before discovery

### Sources:

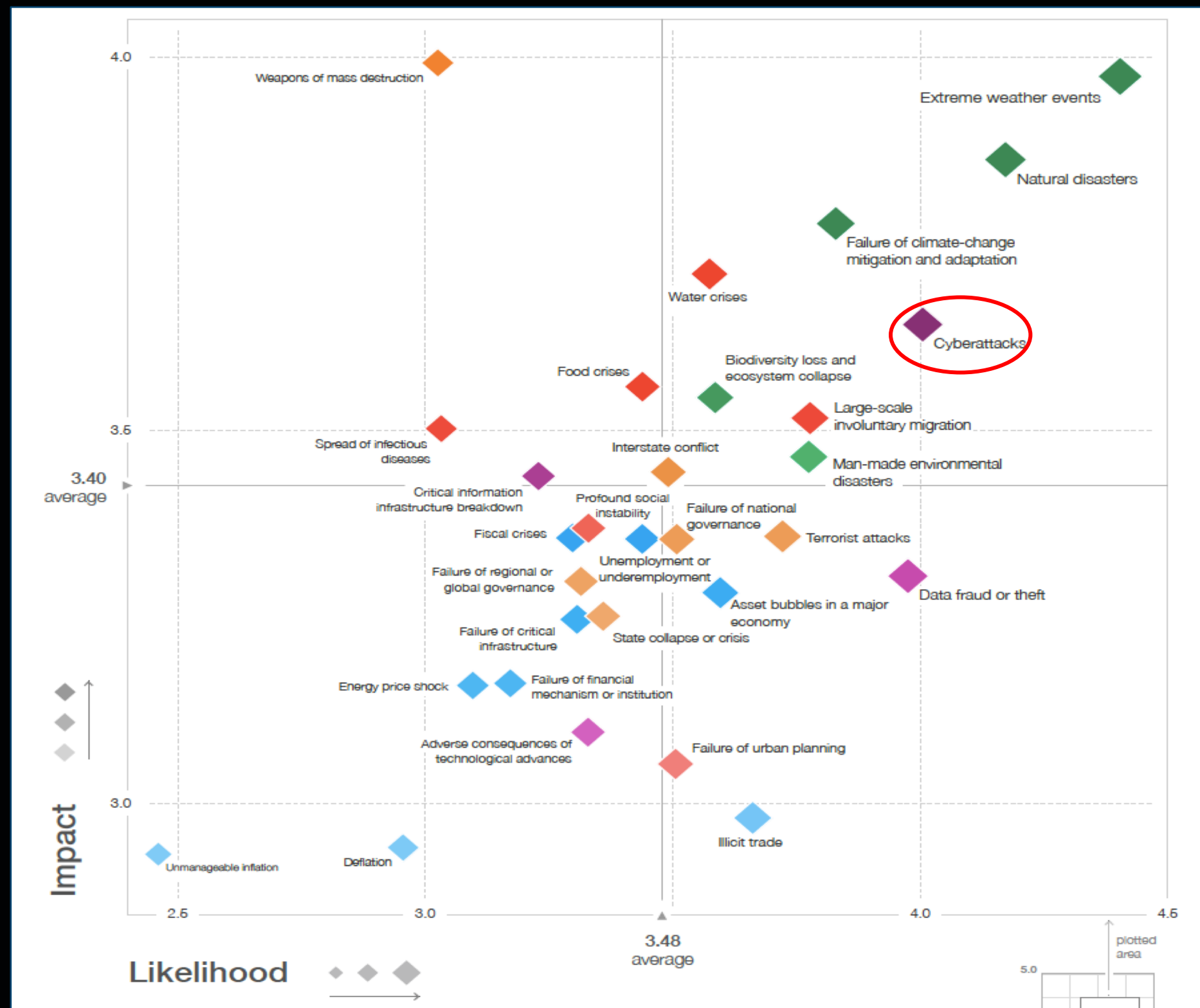
Ponemon Institute 2017 Cost of Data Breach Study: Impact of Business Continuity Management  
IBM/Forbes Insights survey of 153 executives at large enterprises worldwide, 2017

# World Economic Forum 2018 Global Risks Perception Survey:

## Cyberattacks ranked #3

“Attacks against businesses have almost doubled in five years, and incidents that would once have been considered extraordinary are becoming more and more commonplace.”

Source: World Economic Forum, 2018



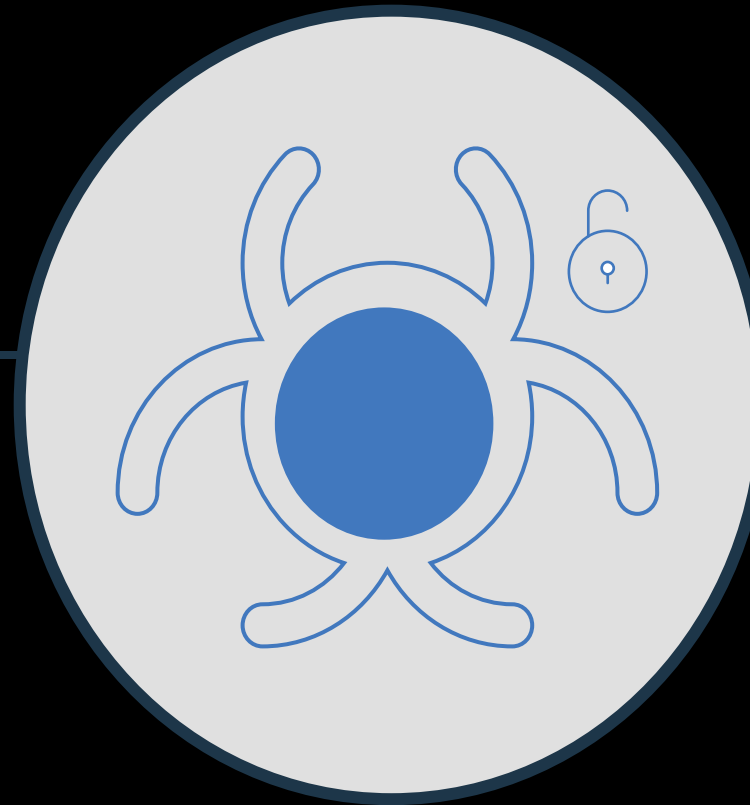
# Attacks are becoming more costly and more likely

**\$3.62 million**

Average total cost of  
a data breach in 2017

**\$8 billion**

Estimated global cost  
of WannaCry attack



**\$310+ million**

Cost impact for one company  
impacted by NotPetya

**1 in 4**

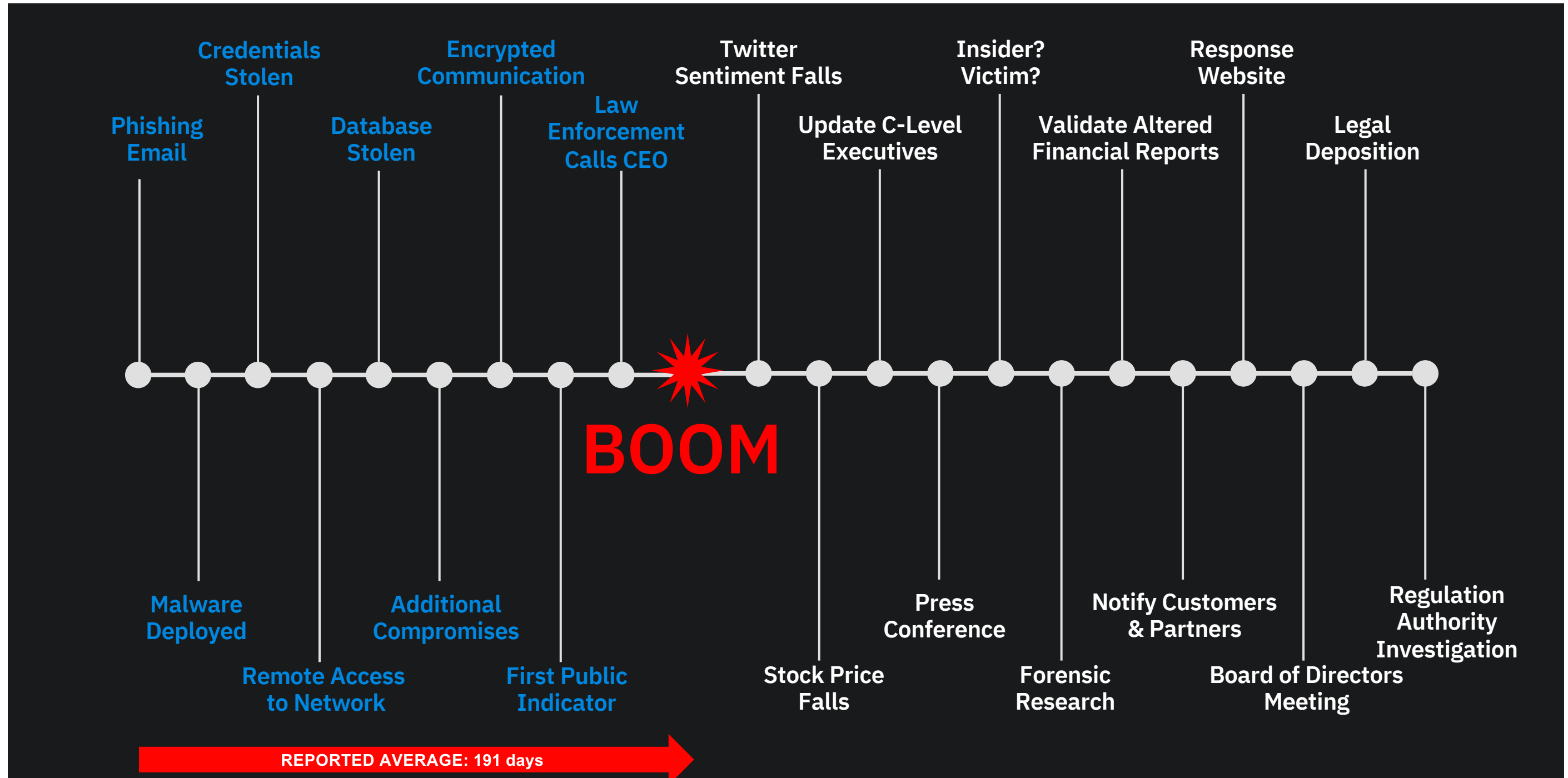
Odds of experiencing a data breach  
over next two years

**Source:**

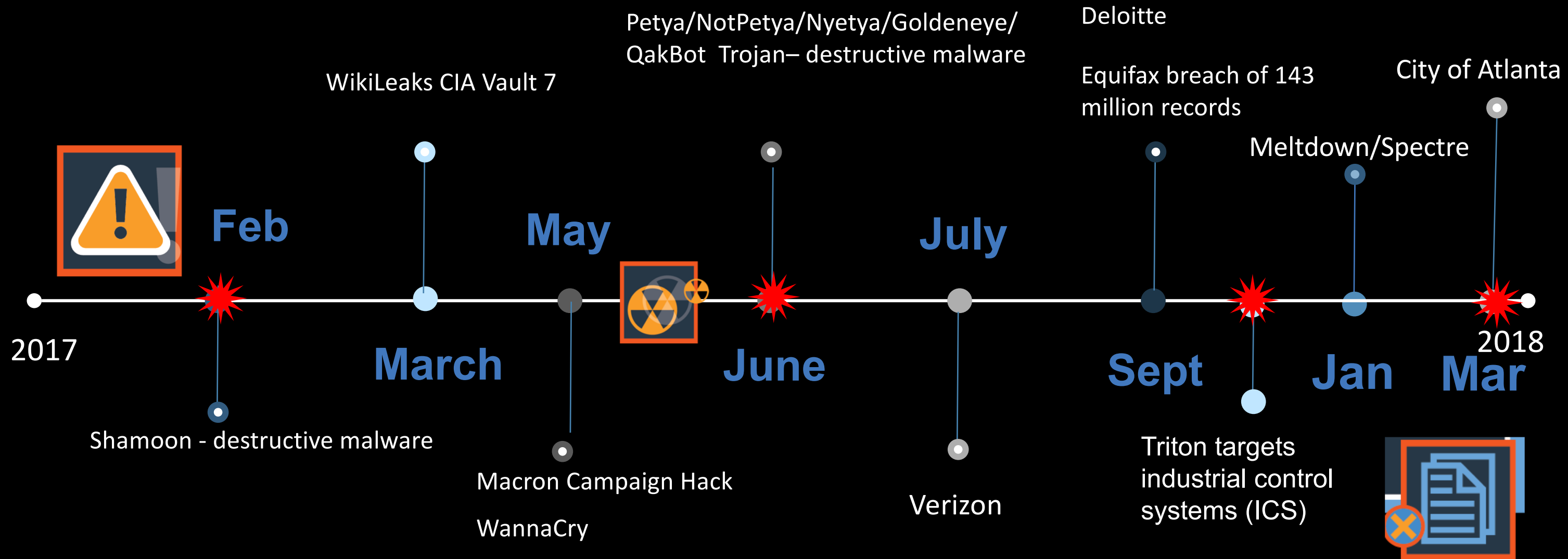
Ponemon, 2017 Cost of Data Breach Study - <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=SEL03130WWEN&>

CBSNews WannaCry ransomware attack losses could reach \$4 billion - <https://www.cbsnews.com/news/wannacry-ransomware-attacks-wannacry-virus-losses/>

# Anatomy of a BOOM event



Often these attacks **disrupt business operations** instead of garnering financial gain



# Cyber resilience programs are under pressure



## **Velocity** DIGITAL TRANSFORMATION

**The speed at which organizations evolve must increase**

- With the acceleration of cloud SaaS, new asset adoption is rapid
- Business initiatives, such as digital transformation, are moving at an unprecedented pace
- Traditional approaches to threat management can't keep up



## **Complexity** ADVANCED THREATS

**The threat landscape is evolving daily, complexity is on the rise**

- The asset landscape is changing rapidly, including Cloud, SaaS, BYOD, and IoT
- Advanced threats leverage new attack vectors, motivations, and stealth
- Traditional threat management struggles to comprehensively address this new level of complexity



## **Liability** NEW RESPONSIBILITIES

**An organization's obligations are in the spotlight**

- Businesses are under heavy public scrutiny to protect data
- Growing regulatory emphasis on security and data privacy, combined with fines, and impact to brand reputation have raised the stakes for all organizations
- Traditional threat management lacks the visibility and responsiveness to contain these risks

# Organizations are already overwhelmed

## Data Overload

Analysts are only able to keep up with about **8%** of the information needed to do their jobs



“My workload is overwhelming and repetitive.”

## Unaddressed Threats

**93%** SOC managers are not able to triage all potential threats

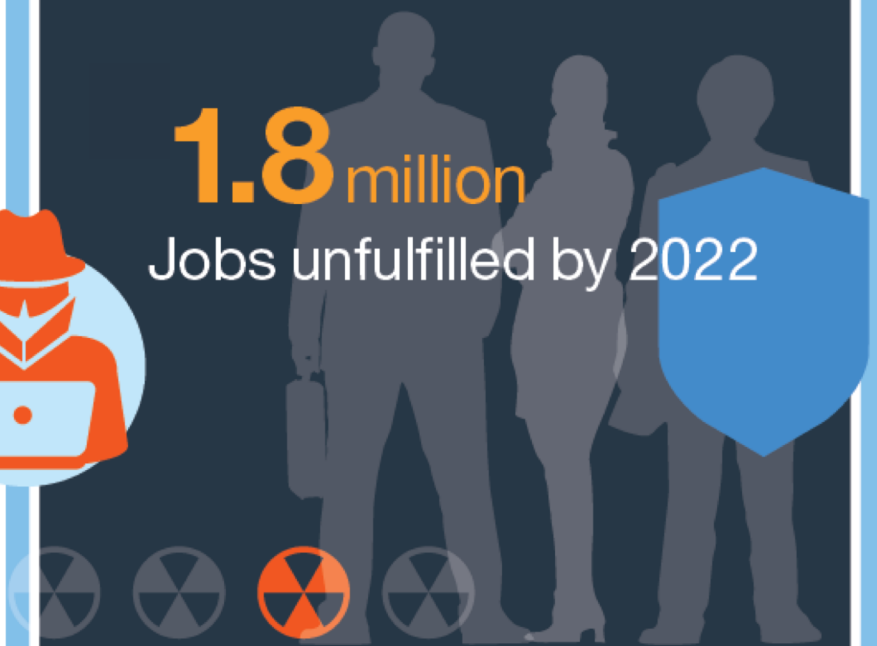
**43%** of security professionals ignore a ‘significant number of alerts’



“I don’t know where to focus my time for the quickest response.”

## Cyber Skills Shortage

**1.8 million** Jobs unfulfilled by 2022



“There is so much information out there, it’s impossible to find what’s useful.”



# Challenges we hear from CISOs in Federal Government Agencies



Lack of sufficient skills  
and administration



Meet the demands  
of digital transformation



Ensure data privacy  
and compliance



Mitigate insider threats



Improve real-time visibility  
and continuous monitoring



# Challenges we hear from CISOs in State and Local Government Agencies



Deal with aging infrastructures



Address insufficient IT administration



Meet the demands of digital transformation



Ensure data privacy and compliance



Respond to talent and funding shortage

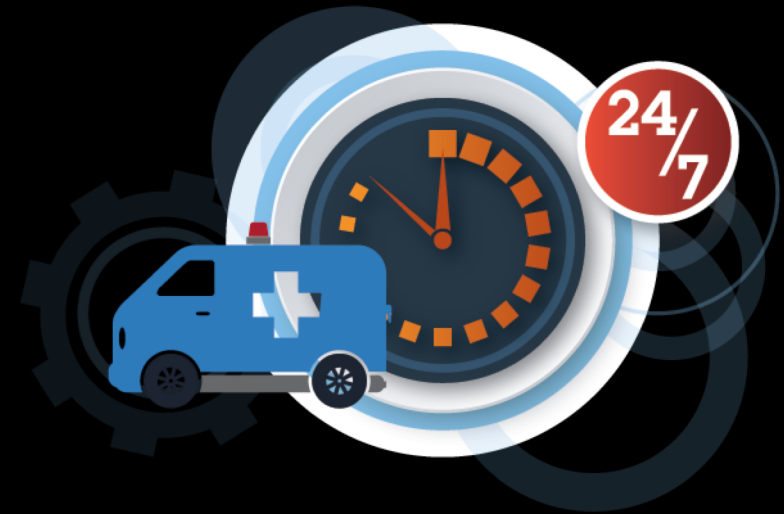
...and operations teams have a challenging mission



Process  
intelligence and  
outthink cyber  
criminals



Protect  
critical data, users  
applications and  
infrastructure



Respond and  
recover from  
incidents  
quickly

# Pain points evolve as cyber attacks increase and change

- Need a more precise, immediate response to a cyber event
- Eliminate extended business interruptions from more frequent attacks
- Retain clean IT and critical business process components to quickly resume company operations
- Demonstrable evidence of capability for audit and compliance



# Important questions to build a defense

*“Your IT infrastructure or email was wiped out around the world in a matter of hours?”*



## Key consideration

Protection against large scale, volume attacks

*“Are your networks outdated, reliant on hardware based network appliances with minimal network segmentation?”*



## Key consideration

Help maintain business continuity to become cyber resilient

*“How long could you sustain operations if forced to revert to manual operations?”*



## Key consideration

Know and bolster your security posture



# Cyber Resilience

**Cyber resilience** is the ability of an organization to continue to function with the least amount of disruption in the face of cyberattacks. It is an end to end approach that brings together three critical areas ... information security, business continuity and network resilience of enterprises to ensure organizations continue to function during cyberattacks and cyber outages.

## Cyber Security

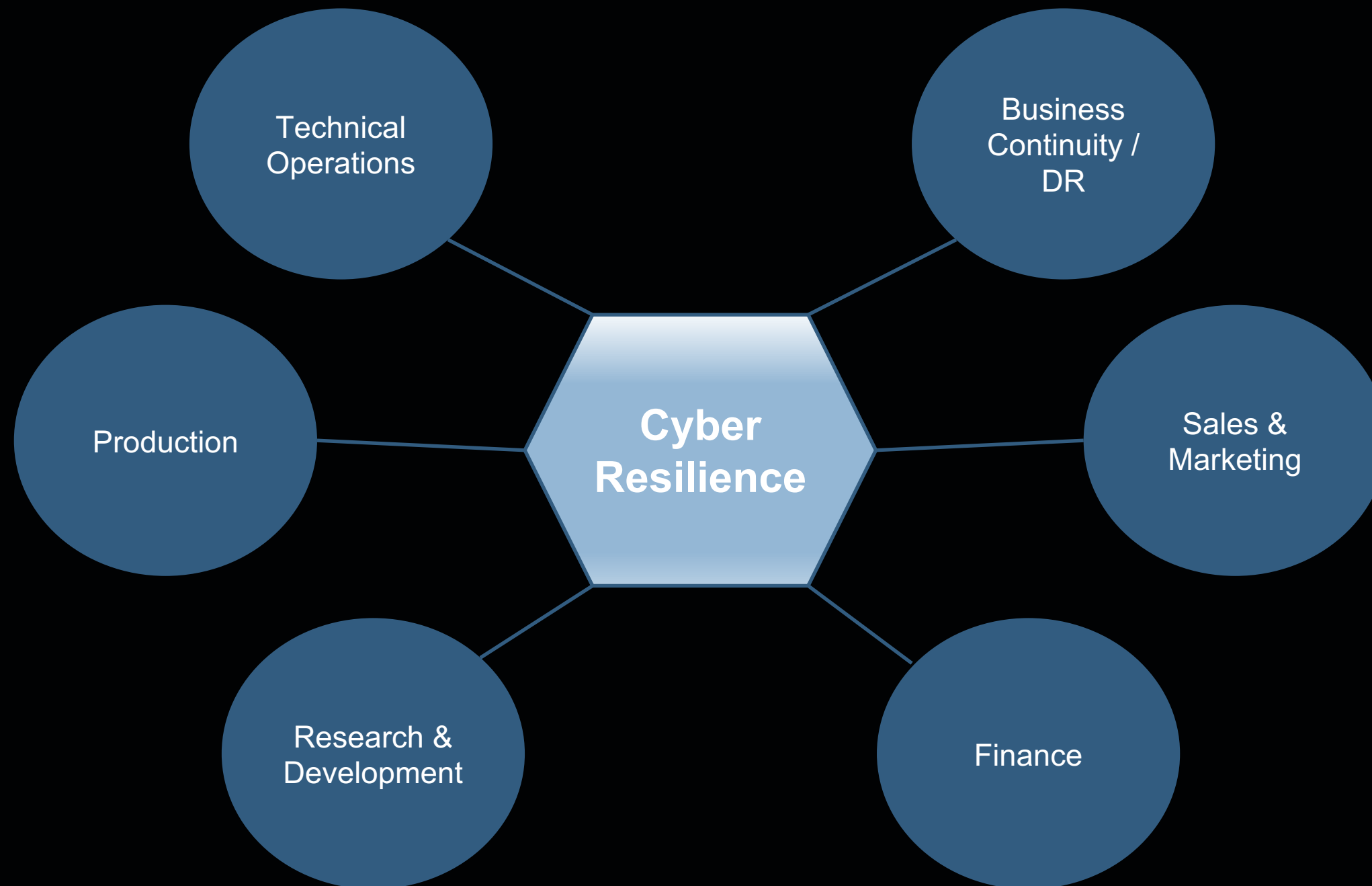
Cyber security is designed to protect systems, networks and data from cyber crimes. Effective cyber security reduces the risk of a cyberattack and protects organizations from the deliberate exploitation of its assets.

## Business Continuity

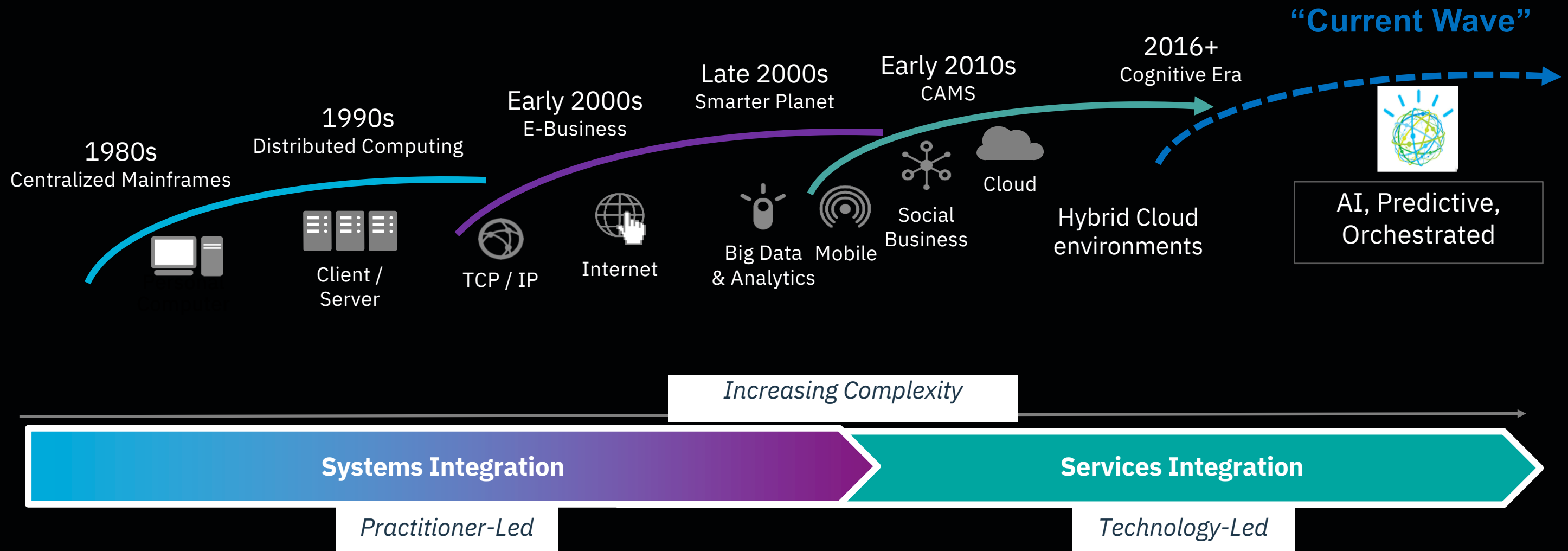
Business continuity provides the capability to resume operations when an event causes a service disruption. Plans for Business continuity address natural catastrophe, accidents and deliberate physical attacks; but now, they must also support resumption of operations following cyberattack disruptions.



# Cyber resilience serves a number of IT and risk management disciplines



Cyber Resilience is a business priority that supports "continuous availability" that allows companies to meet their business outcome objectives



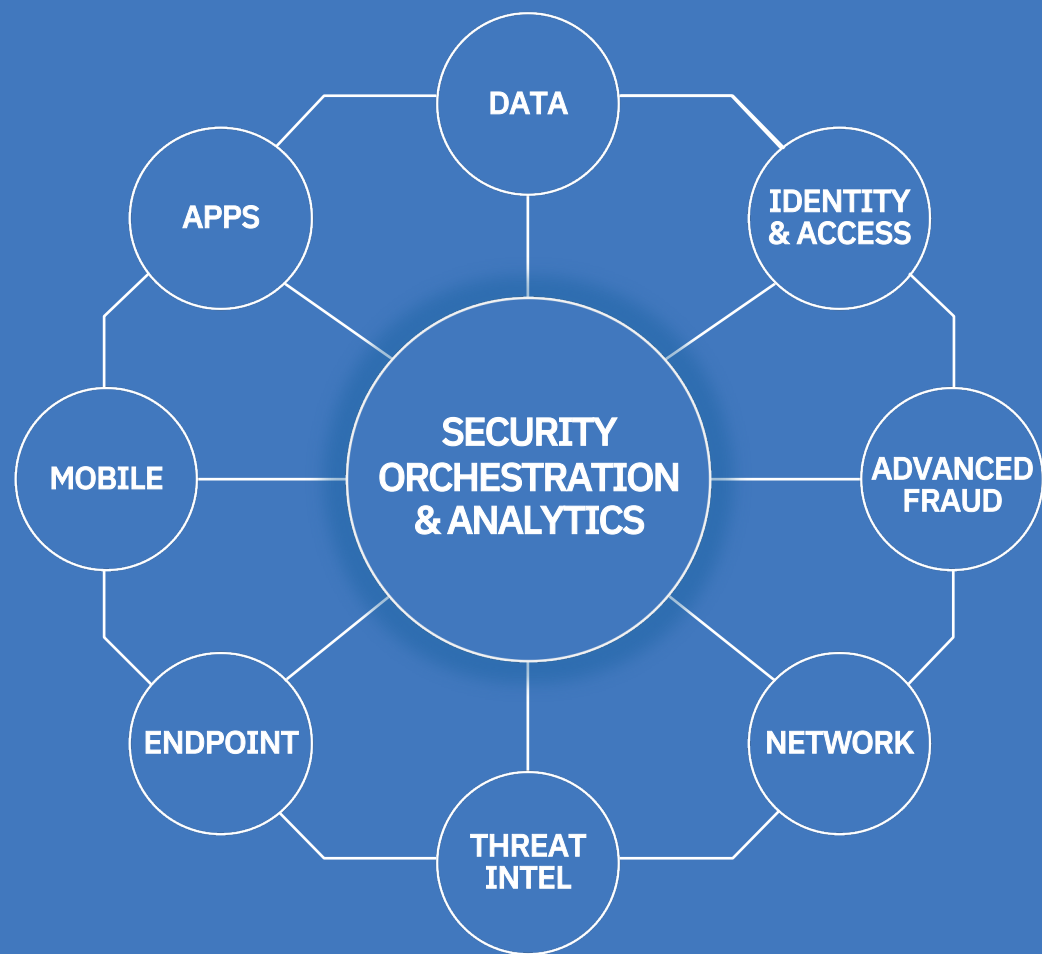
# Let's focus on the most critical security use cases





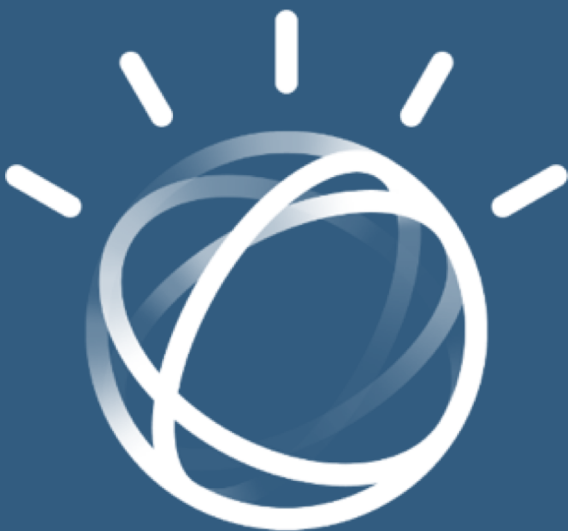
# Our unique approach will help transform your security

Build a security immune system



Deploy meaningful innovations

AI and Orchestration  
Cloud Security  
Collaboration

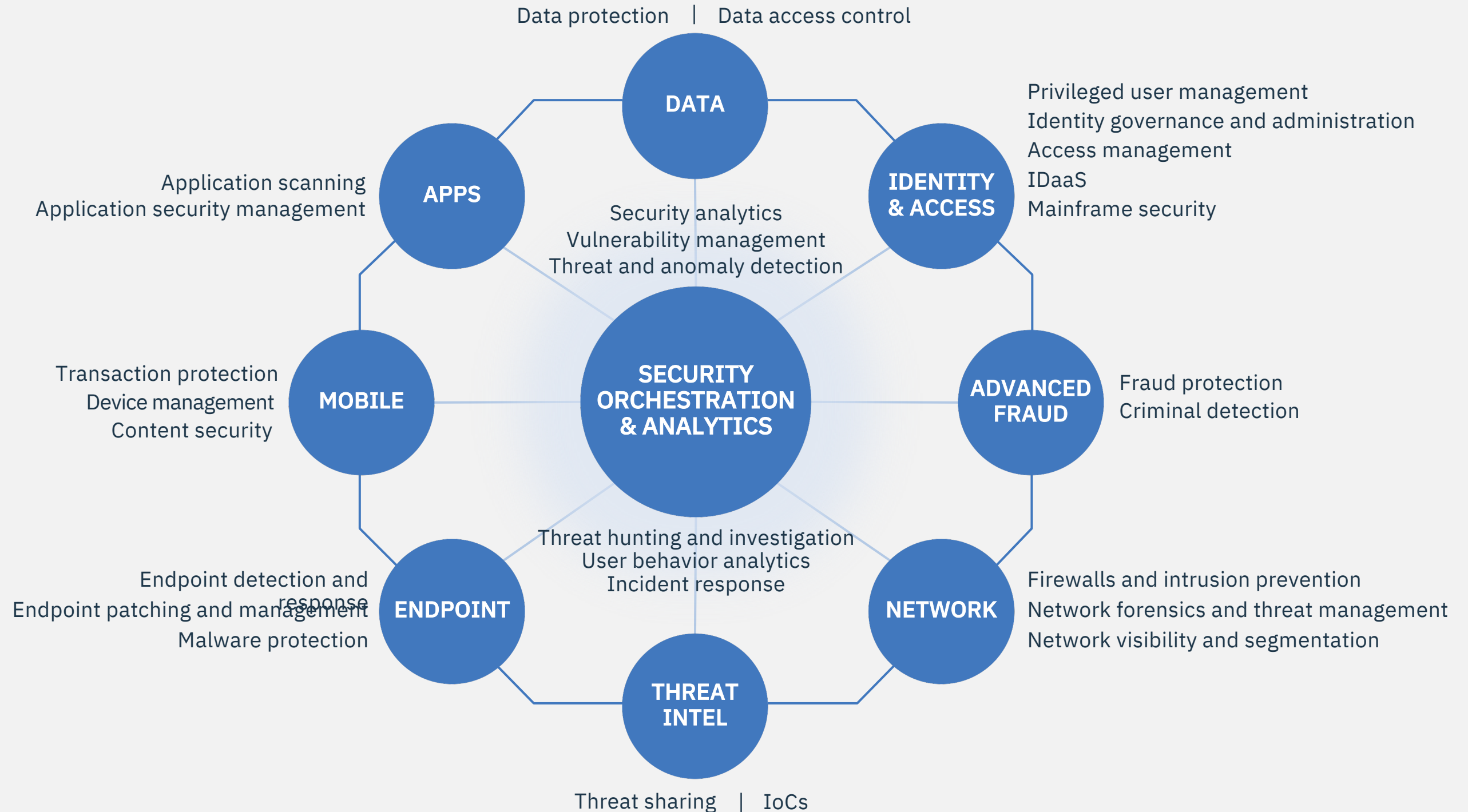


Get help from the experts

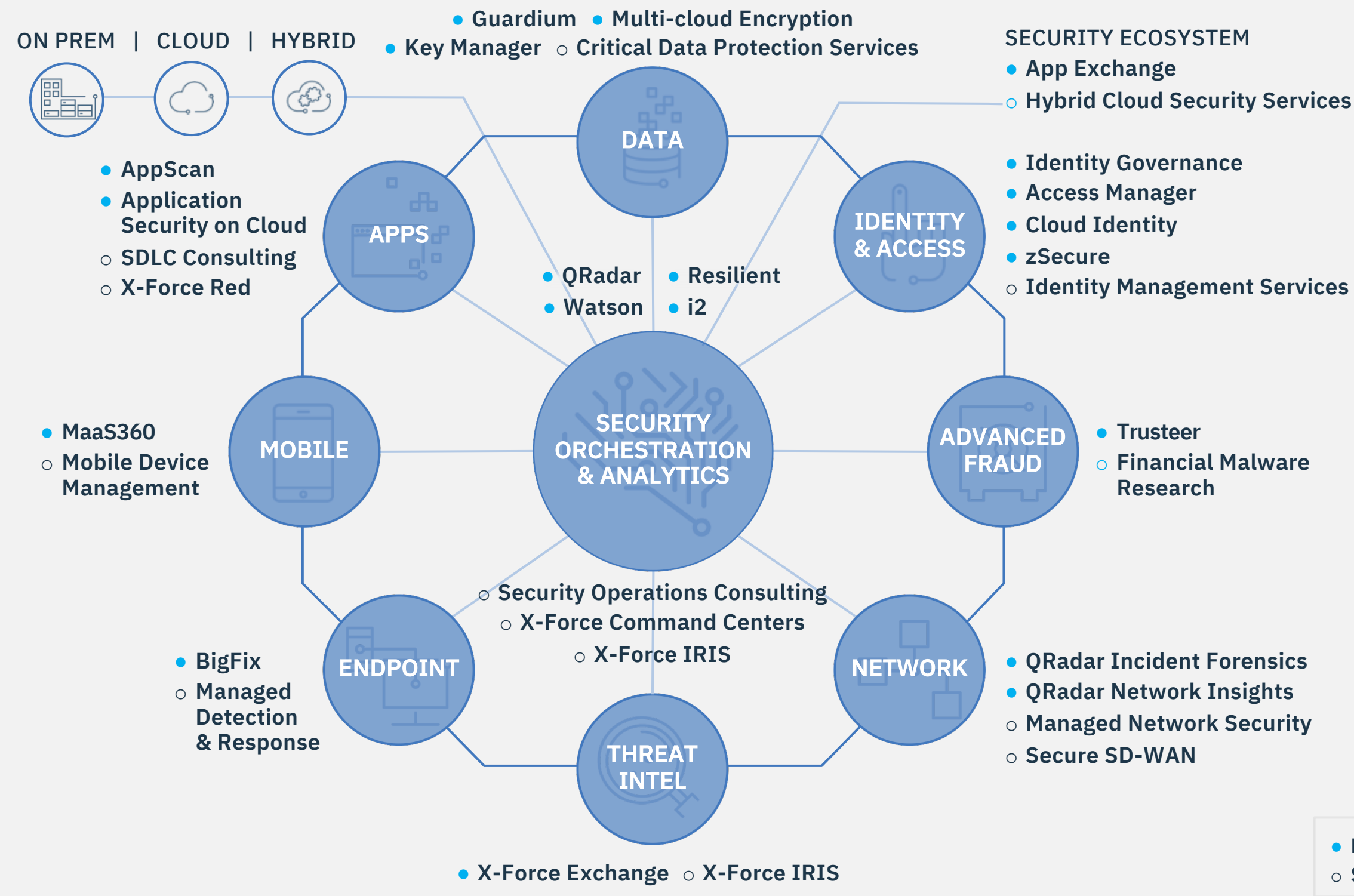
Industry Consultants  
Research & Development  
World Class Designers



# Build an integrated security immune system



# IBM Security Immune System





# Deploy meaningful innovations



AI and Orchestration



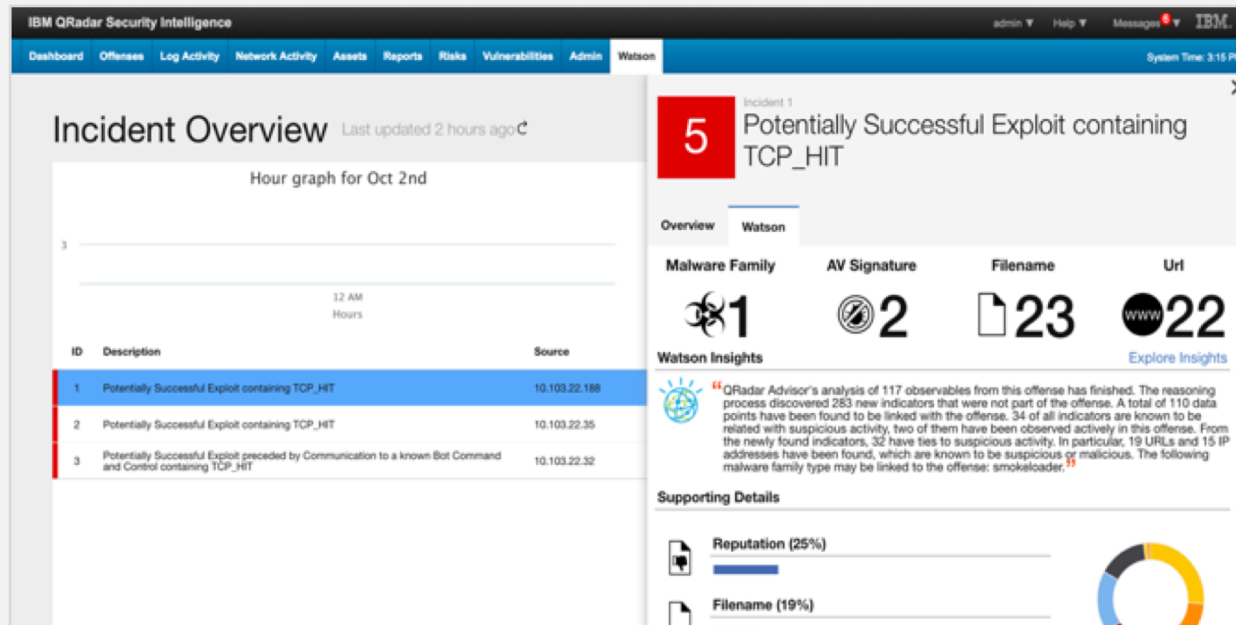
Cloud Security



Collaboration

# The future of security is AI and Orchestration

What if you could augment your teams' intelligence and response?

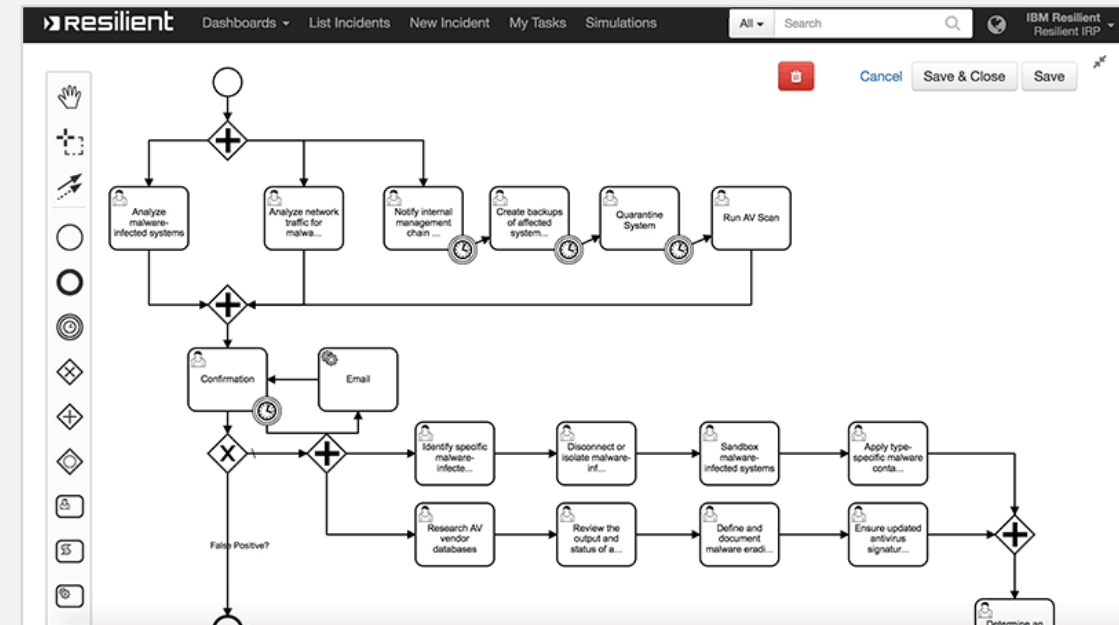


## Use AI to gain a head start

Automatically investigate incidents and anomalies to identify the most likely threats

- Quickly gather insights from millions of external sources
- Apply cognitive reasoning to build relationships

IBM QRadar Advisor with Watson



## Respond quickly with confidence

Orchestrate a complete and dynamic response, enabling faster, more intelligent remediation

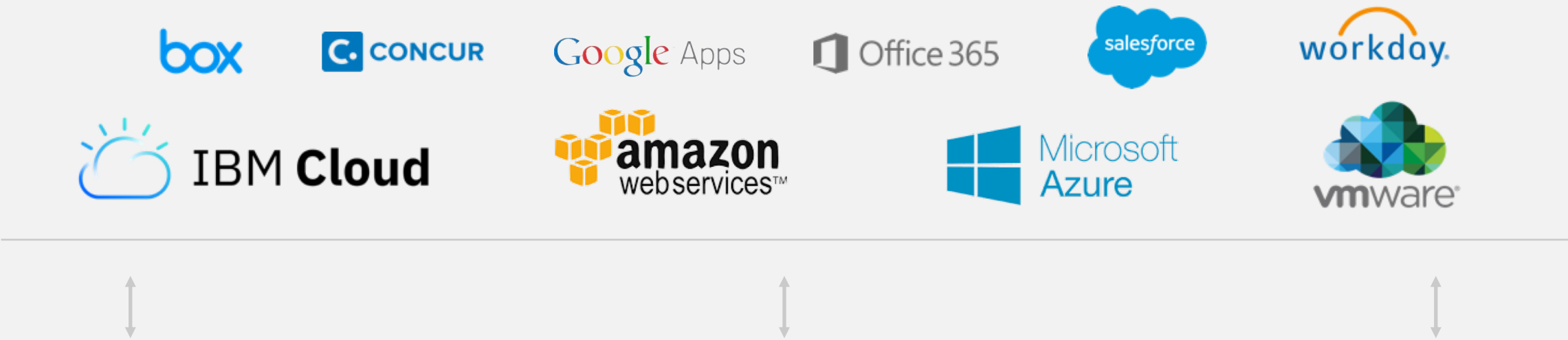
- Create dynamic playbooks built on NIST / CERT / SANS
- Deploy response procedures and expertise

IBM Resilient



# The future of security is Cloud

Can you confidently say yes to digital transformation?



## Protect Data

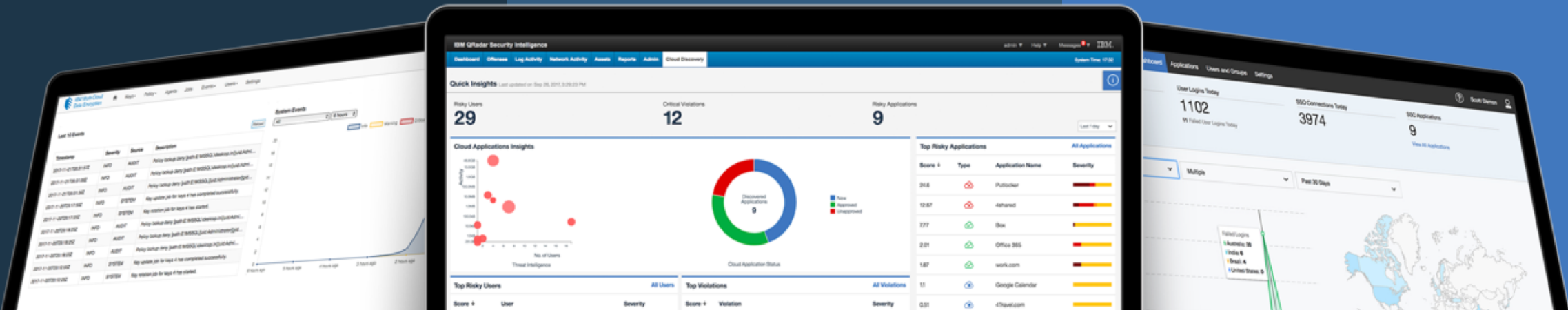
IBM Multi-Cloud Data Encryption

## Gain Visibility

IBM QRadar Cloud Security Analytics

## Manage Access

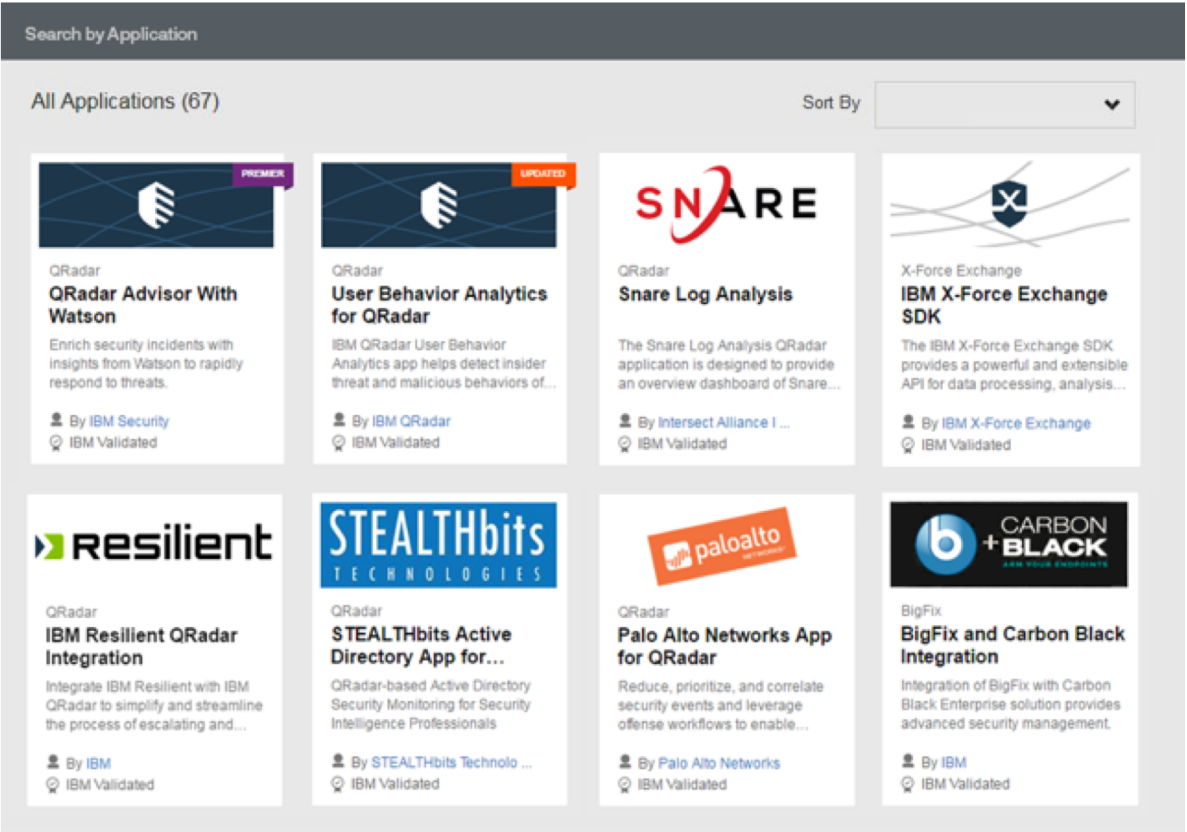
IBM Cloud Identity Connect



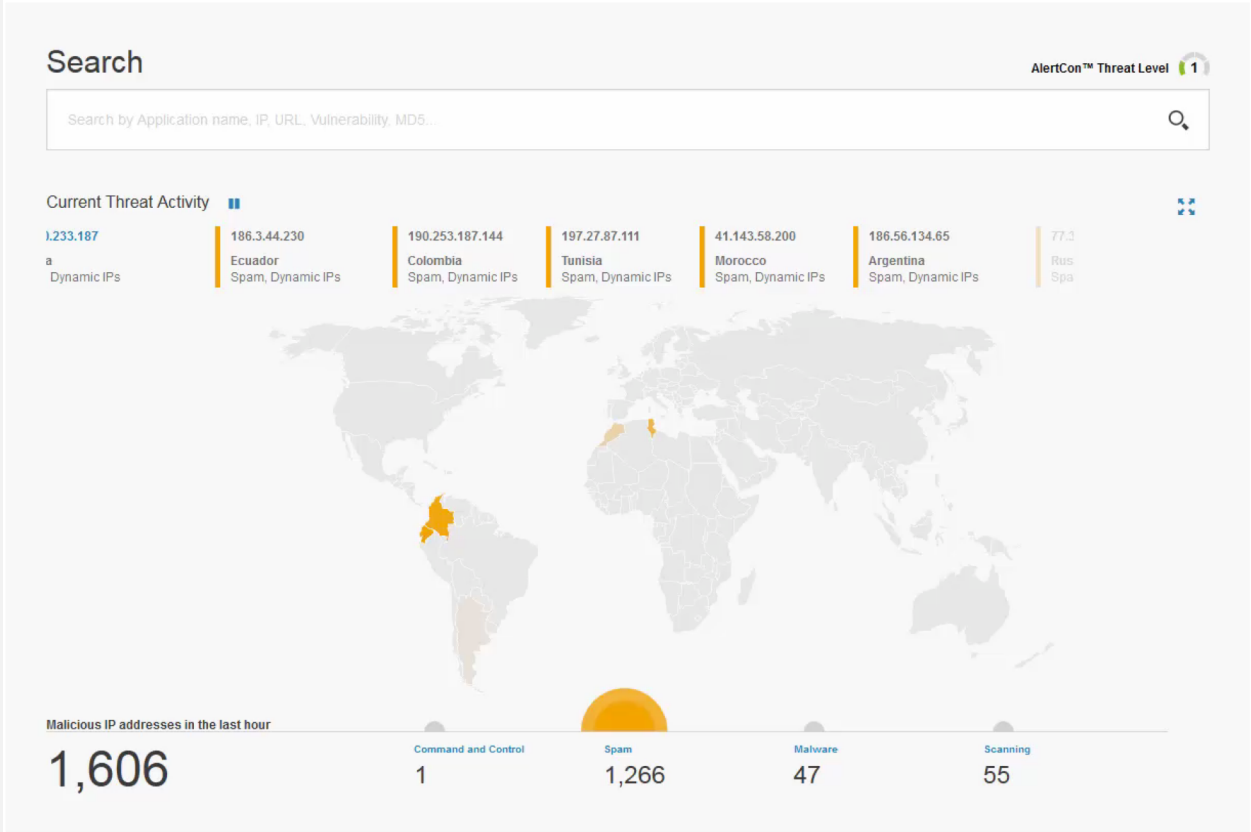
Get Help from Experts | IBM X-Force Cloud Security Service

# The future of security is Collaboration

Are you part of the bigger picture?

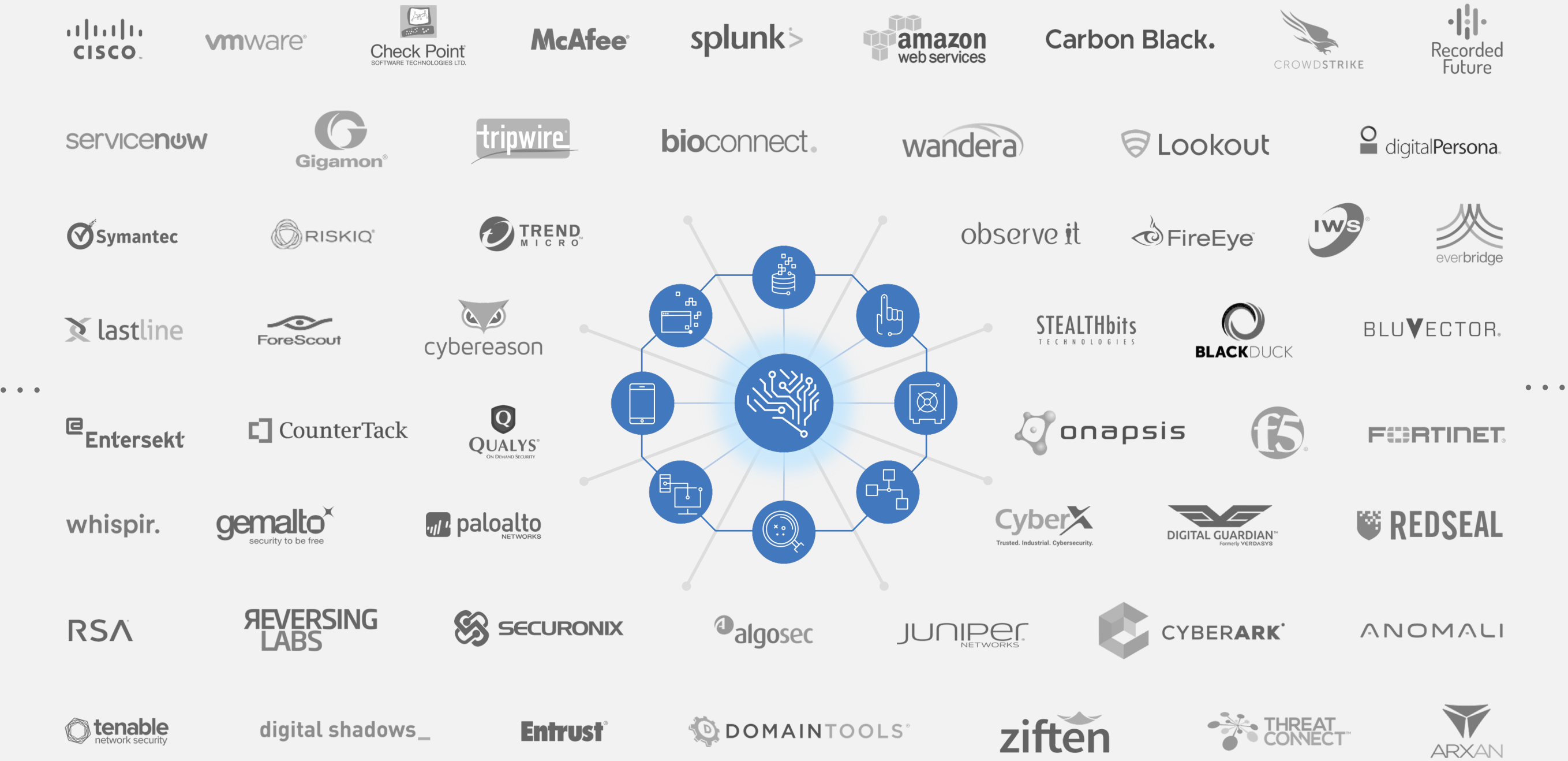


Join an ecosystem of defenses  
Customize your security with 140+ apps  
on the [IBM Security App Exchange](#)



Share real-time threat intelligence  
Interact with 41K+ users and 800+ TB of threat  
intelligence on the [IBM X-Force Exchange](#)

# Supported by hundreds of open integrations



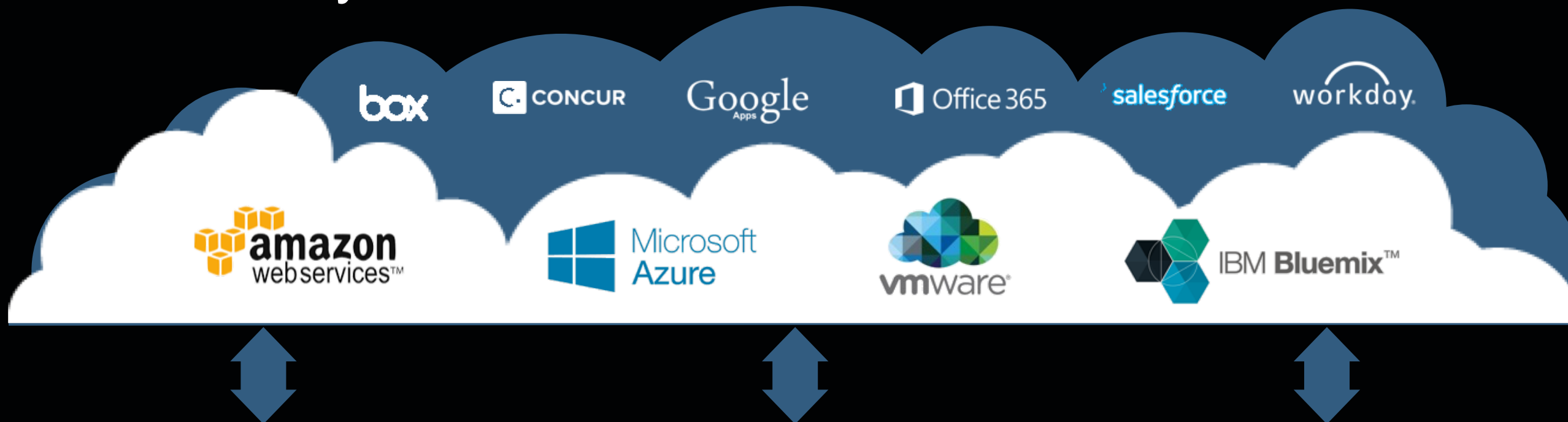


“We need to secure the records of 475,000+ members while managing critical database access across our hybrid environment... we need help.”





# Secure hybrid cloud



## Protect data

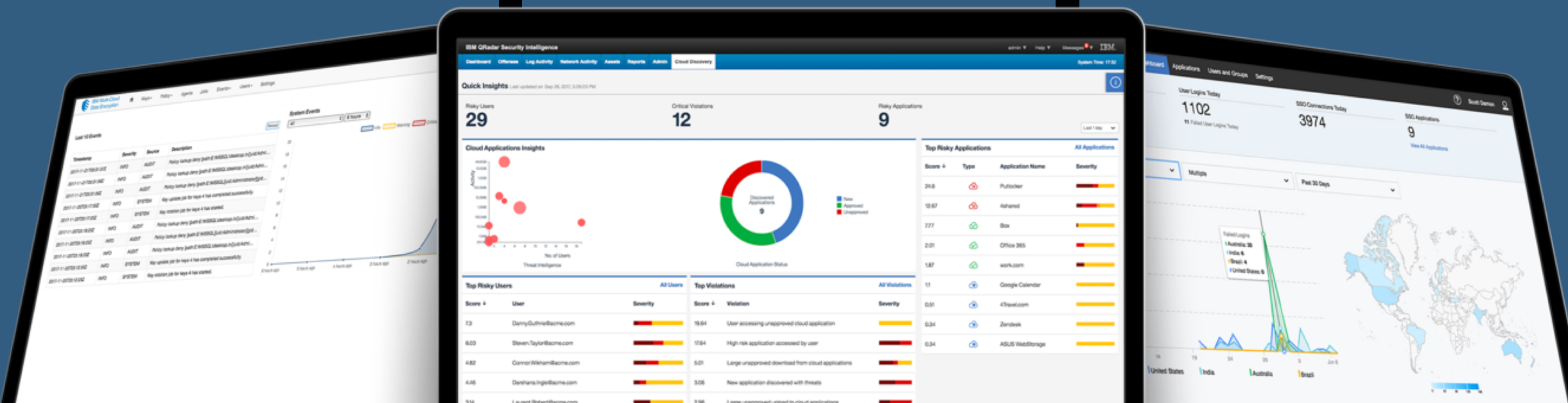
IBM Multi-Cloud Data Encryption

## Gain visibility

IBM QRadar Cloud Discovery App

## Manage access

IBM Cloud Identity Connect





# Secure hybrid cloud



IBM Security Guardium

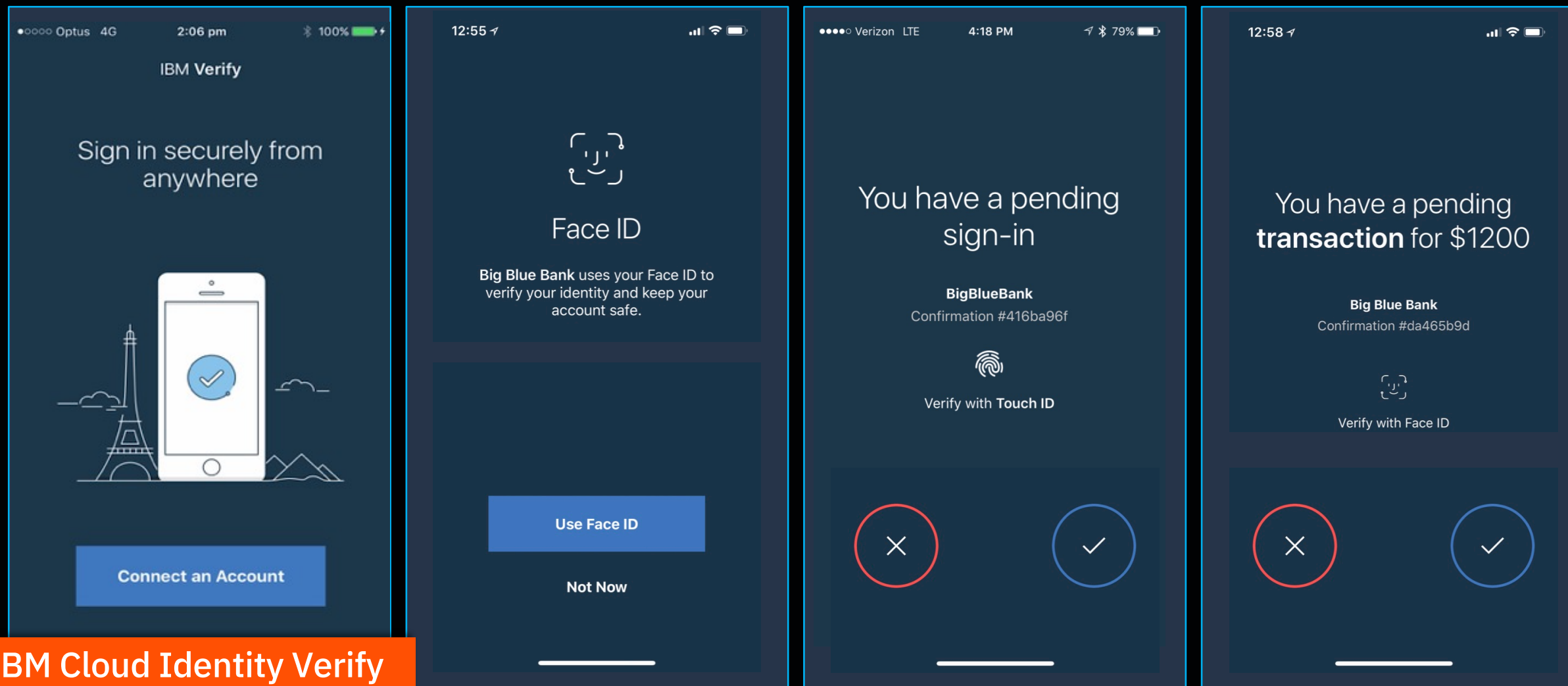
Secure applications built  
in a multi-cloud environment

- Automatically discover  
and classify  
sensitive data

- Understand data  
access,  
spot anomalies,



# Secure hybrid cloud



IBM Cloud Identity Verify

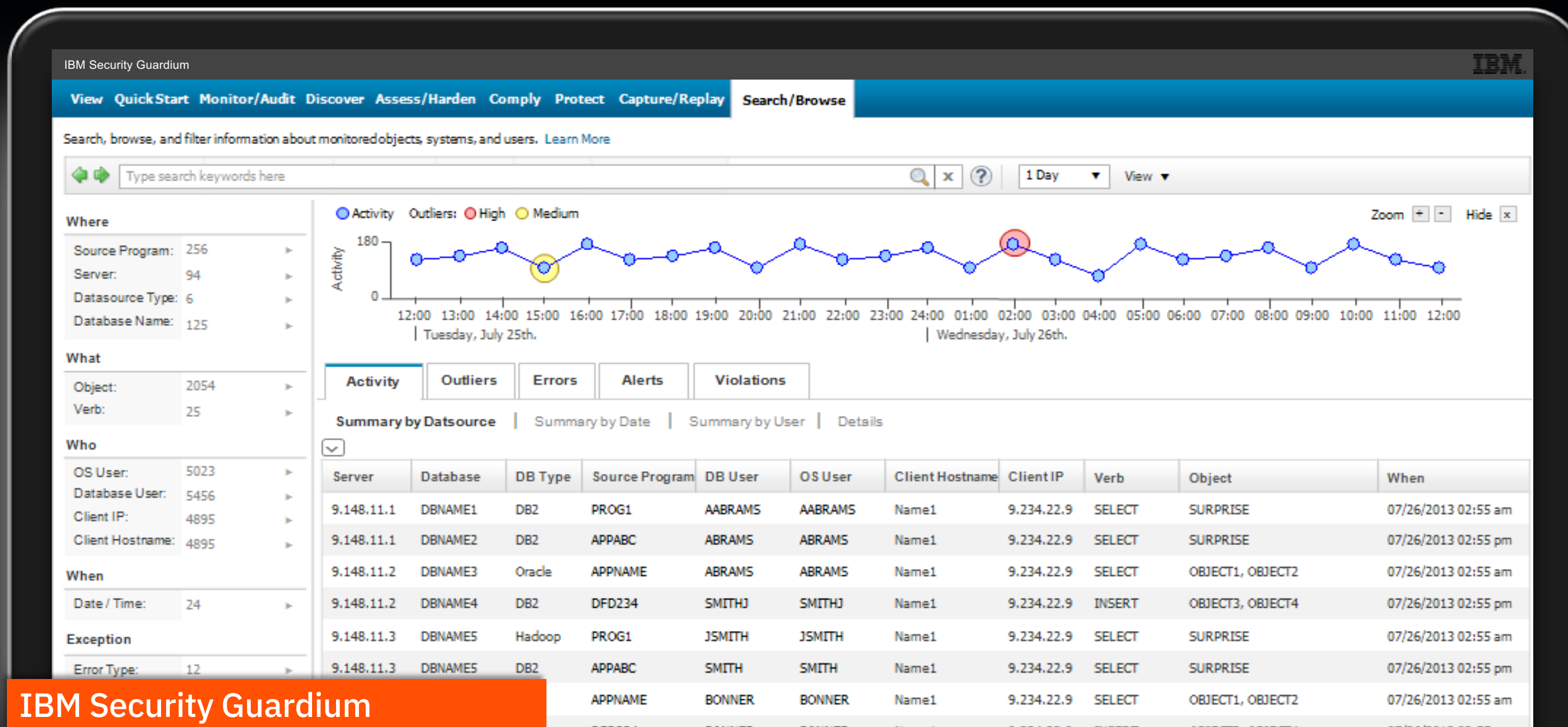
Bring simple and strong multi-factor authentication to online services



- Simple strong authentication from the cloud
- Check-box risk assessment and user authentication policies



# Protect critical assets



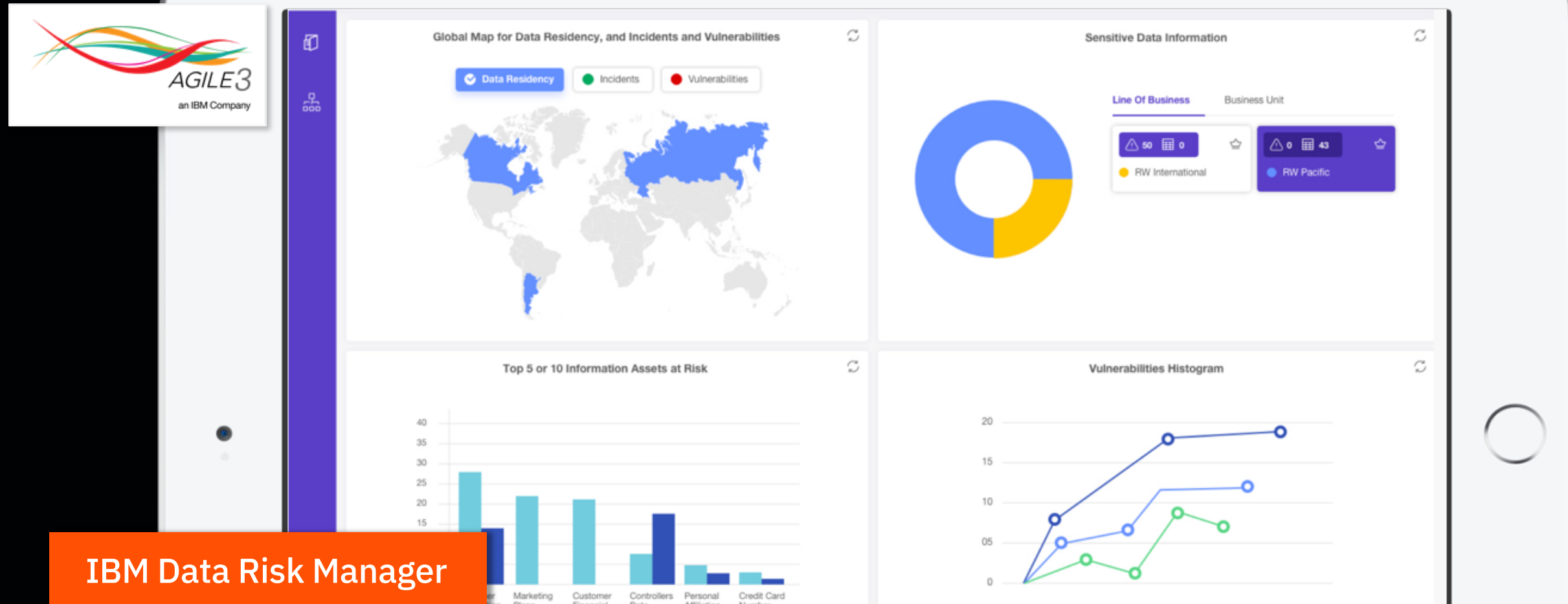
## IBM Security Guardium

Shield the business from data risk with automated compliance and audit capabilities

- Automatically discover and classify sensitive data
- Understand data access, spot anomalies, stop data loss



# Protect critical assets



## IBM Data Risk Manager

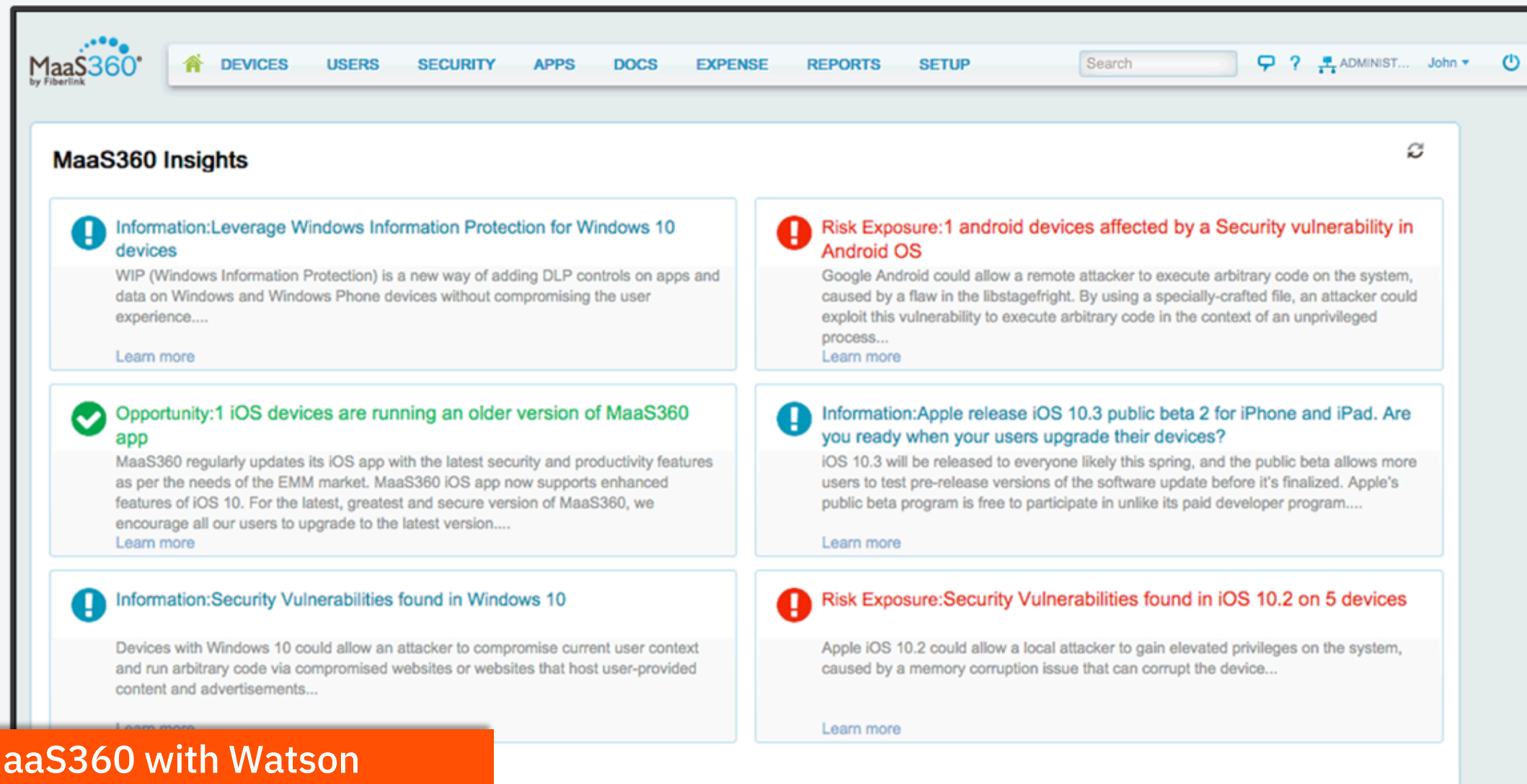
Uncover, analyze and visualize data-related business risks

- Identify specific, high-value, business-sensitive information assets
- Gain early visibility into potential risks to data and processes
- Inform executives with a business-consumable data risk control center





# Protect critical assets



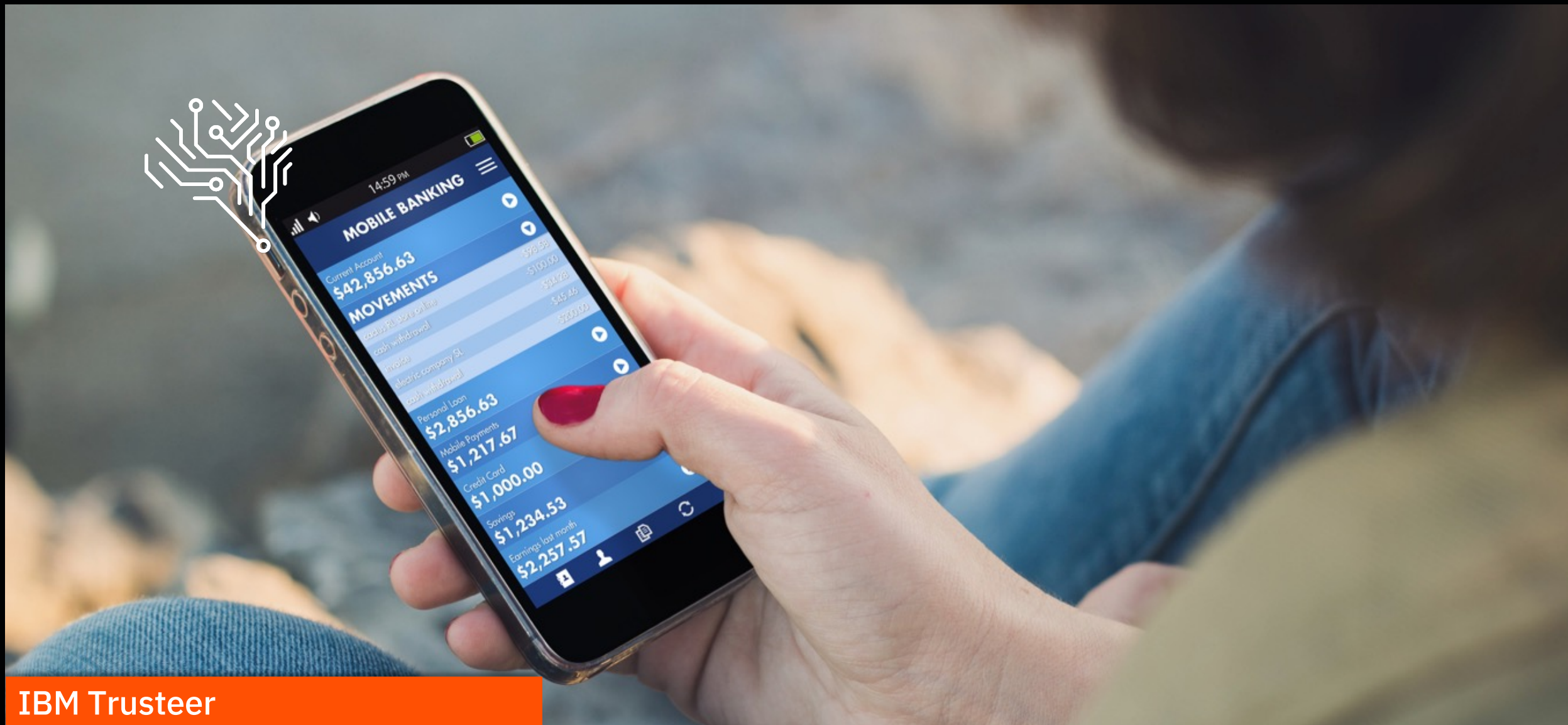
## IBM MaaS360 with Watson

Simplify the management and security of smartphones, tablets, laptops, wearables and IoT

- Cognitive insights to identify policy and app improvements
- Proactively address new vulnerabilities



# Discover identity, build trust



## IBM Trusteer

Helps organizations seamlessly establish identity trust across the omnichannel customer journey

- Intelligence service layered with advanced AI and machine learning capabilities
- Scalable and agile cloud platform providing real-time assessments
- Continuous digital identity assurance



# Grow business with IBM Security Services

## IBM Hybrid Cloud Security Services

**Scalable  
Cloud**



- **Real-time visibility across multi-cloud environments**, enforcing security policy across shadow and IT-sanctioned workloads
- **One centralized and simplified view** to manage and monitor security operations
- **Prioritizes roadmap actions** needed to protect workloads
- **Implements an integrated threat management program** to detect, prevent and respond to malicious activity

**Value**



**Visibility**





# THANK YOU

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